

Format Change Request Form OfW 332

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| Station Name: | The Revolution |
| Name of Person Proposing Format Change: | William Rogers |
| Outline Format Change(s) Proposals: | Removal of Adult Alternative Hits / Music |

Operators of analogue local radio licences may apply to Ofcom to have the station's Format amended. Any application should be made using the layout shown on this form, and should be in accordance with Ofcom's published procedures for Format changes (available on our website).

Under section 106(1A) of the Broadcasting Act 1990 (as amended*), Ofcom may consent to the change only if it is satisfied that *at least one* of the following four criteria is satisfied:

- (a) *that the departure would not substantially alter the character of the service;*
- (b) *that the departure would not narrow the range of programmes available by way of relevant independent radio services to persons living the area or locality for which the service is licensed to be provided;*
- (c) *that the departure would be conducive to the maintenance or promotion of fair and effective competition; or*
- (d) *that there is evidence that, amongst persons living in that area or locality, there is a significant demand for, or significant support for, the change that would result from the departure.*

Only one of these four criteria need be satisfied in order for Ofcom to consent to the proposed change. However, even if Ofcom is of the opinion that the proposed change satisfies one or more of the statutory criteria, there may be reasons (depending on the particularly circumstances of the case) why Ofcom may not consent to the proposed change.

In addition, applicants should note that, under section 106ZA of the same Act (as amended*), a proposed change that *does not* satisfy the first of these criteria (i.e. a change that Ofcom considers *would or could* substantially alter

the character of the service) must, if it is to be considered further under any of the other three criteria, be consulted upon. #.

In the event that Ofcom receives a request for Format change and considers that criterion (a) is *not* satisfied, it will seek confirmation from the applicant as to whether it wishes to proceed with the request (and, if so, whether it wishes to amend or replace its submission in light of the necessity to make it public).

Please present your submission in the following manner:

Section 106(a) relevance...

With the addition of adult alternative to the format of The Revolution in February 2007 as just one component part of a station already playing a mix of adult contemporary and soft rock, the station attempted to broaden its playlist and deliver a unique sound to the people of Oldham and surrounds. Though the tracks which were added were not at that time considered to be substantial in terms of the change itself, it has simply not worked out and as a result, we are seeking the removal of the commitment to play such a music genre as a part of the station format commitment. In addition, it should be noted that xfm has now firmly established itself within the area and as such provides, and far more effectively so, the local populace with such a sound if required. The very reason for the existence of the station is to serve, as its local radio station, the population of Oldham and surrounding area and it is desired that the station be re-focussed upon this objective and to that end, focus upon the style and nature of the output originally intended at the outset.

Section 106 (b), (c) and (d) relevance...

Any additional information and/or evidence in support of proposed change(s).

Notes

* As amended by sections 312 and 313 of the Communications Act 2003

Ofcom may approve a change under any of criteria (b) to (d) without consultation, or after a consultation of less than 28 days, if Ofcom considers that to hold a consultation at all, or for 28 days or more, would result in a delay that would be likely to prejudice the interests of the licensee. Ofcom may also remove for the purposes of consultation any confidential information submitted by the licensee.

OFCOM NOTES ON THE REQUEST

In February 2007 The Revolution asked for a Format change to allow the station to mix a certain amount of adult alternative music with the Adult Contemporary and Soft Rock tracks demanded by the Format. It was felt by the station that it would give them a distinctiveness that would prove advantageous in its market place.

It was felt by Ofcom at the time that the main raison d'être of the station was to cater for its Oldham audience, and that the addition of adult alternative tracks as a minor part of the mix would not represent a substantial change to the character of service per se, even though a number of out-of-mainstream tracks would appear.

Just as the appearance of the tracks was not regarded as a substantial change, it is thought by Ofcom that their disappearance, although bringing about a different musical slant to some hours, should not create a substantial change to a station aimed at serving Oldham in a crowded market. The market also now houses, as pointed out in the request, an established Xfm, which also feeds an alternative target. The request is, therefore, allowed.

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